



**Arizona Department of
Health Services (ADHS) /
Arizona Nutrition Network (AzNN)**

**“Fruits & Veggies -- More Matters”
Post Campaign Research Report**



Report Prepared for:
Arizona Department of Health Services / AzNN
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2702 North 44th Street, Suite 100-A
Phoenix, AZ 85020
Phone: 602.707.0050

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I. Background & Methodology

The Arizona Nutrition Network (AzNN), a public and private partnership led by the Arizona Department of Health Services' (ADHS) Bureau of Nutrition and Physical Activity was developed to educate all Arizonans, especially lower income residents, on the importance of nutrition and physical activity. The Nutrition Network's mission is to shape food consumption in a positive way, promote health and reduce disease among specific target groups – in this case, Supplemental Nutrition Assistance Program (SNAP) applicants and participants living in Arizona. AzNN accomplishes this by promoting basic, consistent messages that help the target audience choose diets rich in nutrients, which include increased consumption of fruits and vegetables, whole grain foods, and healthy protein.

Social marketing campaigns have been developed around these messages. These campaigns were designed to inform and educate the target market about the importance and benefits of living a healthier lifestyle with a goal to influence their nutrition choices. When appropriate, campaign materials were created in both English and Spanish.

The subject of this research report is the *2011 Fruits & Veggies -- More Matters* campaign, which focuses on eating more fruits and vegetables. The campaign, which ran from September through December 2011, was statewide and included the following media and projects:

- Television (September only)
- Website (www.eatwellbewell.org and www.comesanovivemejor.org)
- Educational reinforcements (e.g., Arizona Department of Health Services Pocket Calculators)
- Collateral items (e.g., recipe cards, Fun Food News Newsletter)
- Posters in government offices, community centers, and schools

Intercept interviews were conducted with 802 women between the ages of 18 and 49 who have children ages 2 to 11. The study was conducted at Food City locations in Phoenix, Tucson, Cottonwood, and Yuma, and at the Flagstaff Farmers Market and Safeway in Flagstaff. All interviews were completed between January 7 and January 25, 2012.

Participants had the option of completing the interview in English or Spanish and were given a \$5 Food City/Bashas/Safeway gift certificate as a “thank you.” Participants in Yuma and at the Flagstaff Farmers Market were given Arizona Department of Health Services Pocket Calculators.

The following table lists the specific locations of the intercepts and the number of completed interviews at each location. (These locations were selected based on the demographics of the zip codes in which they reside.)

City	Location/Address	Sample Size	Interview Dates
Phoenix Area	Food City: 2124 E. McDowell 1450 N. Dysart 822 S. Alma School 3442 W. Van Buren	301	January 7 - 25
Tucson	Food City: 428 W. Valencia Road 3030 E. 22 nd Street 1740 W. Ajo Way 1221 W. Irvington	302	January 13 - 15
Yuma	Food City: 1240 W. 8th Street 2600 W. 16 th Street	99	January 7 - 9
Northern Arizona	Flagstaff Farmers Market Flagstaff Safeway 4910 N US Highway 89 Cottonwood Food City	100	January 19 - 21

All survey participants met the following screening criteria:

- Have children between the ages of 2 and 11
- Are between 18 and 49 years of age
- Have incomes equal to 130% of Federal Poverty Level

S4. What is your household income? You can give that to me as a weekly income, every 2 weeks, monthly, or yearly income. *(Participants must have incomes under those listed in the chart to qualify for the study.)*

# in Household	Weekly Income	2 Week Income	Monthly Income	Yearly Income
2	\$ 524	\$1,047	\$2,268	\$27,214
3	\$ 660	\$1,319	\$2,857	\$34,281
4	\$ 796	\$1,591	\$3,446	\$41,348
5	\$ 932	\$1,863	\$4,035	\$48,415
6	\$1,067	\$2,134	\$4,624	\$55,482

Note: It is important to note that although this information is quantitative, it is not necessarily representative of all low-income women between 18 and 49 years old in Arizona. To be representative of that population, respondents would have to have been selected at random. That is, each person in the population would have had an equal chance of being included in the sample. These intercepts were conducted using a convenience sample (e.g., those who shop at Food City). Though this sampling technique is appropriate to meet the study objectives (within the budget guidelines), it does introduce a sampling bias and should be considered when interpreting the findings.

Respondent Profile

	Total n=802	Phoenix n=301 (A)	Tucson n=302 (B)	N. Arizona n=100 (C)	Yuma n=99 (D)
Age					
18 – 25	15%	14%	16%	11%	17%
26 – 35	45%	45%	43%	48%	50%
36 – 45	31%	31%	33%	28%	25%
45 – 49	9%	10%	8%	13%	8%
Race/Ethnicity					
Caucasian/White ³	83%	80% ^C	90% ^{AD}	68%	84% ^C
Native American	7%	6%	3%	26% ^{AD}	5%
African American	3%	4% ^D	3%	-	1%
Multi-Racial/Other	7%	10% ^B	4%	6%	10%
Hispanic	72%	74% ^C	83% ^{ACD}	39%	67% ^C
Non-Hispanic	28%	26% ^B	17%	61% ^{ABD}	32% ^B
Refused	-	-	-	-	1%
Marital status					
Single	30%	32%	28%	29%	32%
Married	53%	49%	56%	57%	54%
Divorced/Widowed	8%	9%	8%	8%	7%
Living w/ someone	9%	10%	8%	6%	6%
Education					
8 th Grade or less	9%	12% ^B	6%	9%	10%
Some High School	19%	24% ^{CD}	20% ^{CD}	7%	12%
GED/HS Grad	39%	40%	35%	42%	47% ^B
Some College+	33%	24%	39%	42% ^A	31%
# in Household:					
2	6%	6%	5%	9%	6%
3	19%	20%	18%	20%	16%
4	28%	25%	28%	37%	29%
5	21%	17%	28% ^{AC}	15%	22%
6 or more	26%	32% ^{BC}	21%	19%	26%
Primary language:					
English	50%	51%	48%	65% ^{ABD}	43%
Spanish	30%	32% ^C	30% ^C	17%	32% ^C
Both	19%	17%	22%	15%	25%
Other	1%	-	-	3%	-
Food Assistance¹					
Yes	59%	67% ^C	59% ^C	30%	61% ^C
No	41%	33%	41%	70% ^{ABD}	39%
SNAP²	70%	67% ^C	73%	60%	87% ^{AC}
WIC	43%	49%	37%	43%	53%
Other	57%	64%	58%	47%	67%

^{ABCD} Significantly higher than other group

¹ Do you or anyone in your family participate in food assistance programs?

² If yes, which ones? Summer Food Service Program, SNAP, School Lunch/School Breakfast, WIC, CSFP, Other

³ Hispanic participants who answered “don’t know” and those who refused to answer the question regarding race were included in the “Caucasian/White” segment.

*Percentages may be more than 100% due to rounding

II. Executive Summary

Advertising Awareness & Recall – FVMM

- **Fewer moms aware of FVMM advertising.** After being shown a DVD of the :30 TV ad as well as a picture of the poster, just over one in four moms (26%) said they had seen the *2011 Fruits & Veggies -- More Matters* campaign. This is down from previous studies, including the *2010 FVMM* campaign (41% aided awareness), the *2011 Whole Grains* campaign (37% aided awareness), and the *2011 Healthy Proteins* campaign (30% aided awareness). (Refer to p.10-11)
- **Media recall down for all campaign elements.** While TV continues to be the most frequently mentioned medium (93% unaided and aided), unaided awareness of TV advertising is down significantly from previous campaigns. Just over half (52%) of those interviewed mentioned they had seen the *FVMM* ads on TV without being prompted. This measure typically runs between 85% and 95%. Government offices continue to be the second most frequently mentioned source of awareness – 41% recalled having seen the *FVMM* advertising in these locations. Fewer than one in five moms reported seeing the advertising in any of the other media. (Refer to p.12)
- **Three in ten try new recipes, while six in ten don't act.** When those who recalled the ads were asked if they had done anything as a result of the advertising, three in ten (31%) moms said they had *tried a new way to prepare fruits or veggies*, with one in ten (11%) saying they *went to the eatwellbewell.org/ comesanovivemejor.org* website. Conversely, six in ten (61%) moms said they had not done anything as a result of the advertising. (Refer to p.13)
- **Eat more fresh fruits and veggies was the main message received from the 2011 FVMM campaign.** Nearly eight in ten (79%) moms agreed this advertising was suggesting they *eat more fresh fruits and veggies*. In addition, almost half (48%) said the advertising suggested *making healthy choices*, with 30% saying the message was to *give kids fresh fruits and veggies for snacks*. (Refer to p.14)

Implications:

Note: When comparing the 2011 FVMM campaign results to the two previous campaigns (Healthy Proteins and Whole Grains), it's important to note that while this campaign included TV the spots only ran in September. In addition, the two previous campaigns included online advertising and the Healthy Proteins campaign included Walmart ads. The 2011 FVMM campaign did not include either of these elements.

- ✓ *The effects of a lighter than usual media buy are evident in this post-campaign study. Awareness of the FVMM advertising is down from previous campaigns as is awareness of the various media used. Of particular note is unaided awareness*

of TV advertising, which although always overstated, is down as much as 40% from previous Nutrition Network campaigns.

- ✓ *While overall awareness is down, message recall remains very high. Interestingly, moms clearly noticed the emphasis on fresh fruits and veggies in the messaging. And, many found the colors and look of the fresh produce very appealing.*

Effectiveness of FVMM Advertising

- **Reaction to the FVMM advertising was very favorable.** The vast majority of respondents strongly agreed/agreed that the FVMM advertising was *believable* (89%), and *a good way to get people to eat more fruits and veggies* (88%). The other statements (*applies to me, memorable, makes me want to eat more healthy proteins, entertaining*) also had strong levels of agreement, ranging from 77%-84%. (Refer to pp.15-16)
- The statement with the lowest level of agreement was (*this advertising*) *taught me something new* with just over six in ten moms (61%) agreeing they learned something new from the ads. This is consistent with previous campaigns.
- **Slightly lower agreement with FVMM effectiveness statements.** When compared to the *Healthy Proteins* and *Whole Grains* campaigns agreement was lower for all statements. This may be the result of lower overall ad awareness and/or, it may reflect the difference between effectiveness (on these attributes) of a new topic (e.g., healthy proteins, whole grains) versus one that has been promoted previously (fruits and veggies). (Refer to p.15)
- **Few moms are motivated (by the advertising) to eat more fruits and veggies.** When asked if there was anything in this advertising that got them thinking about eating more fruits and vegetables, eight in ten (81%) moms said “no,” with another 3% saying “don’t know,” and just 16% saying “yes.” (Refer to p.16)
- Among those who said the ad made them think about eating more fruits and vegetables, the look of the fruit was the most engaging feature, with nearly one quarter (23%) mentioning this. In addition, one in ten (10%) moms said something about encouraging kids to eat healthy / feeding kids healthy snacks.

Implications:

- ✓ *It’s difficult to know whether the lower overall effectiveness of this campaign was due to less exposure, a less compelling message, or a combination of both. However, it is clear the lighter media buy has impacted recall numbers and most likely the effectiveness scores (when compared to previous campaigns).*

Fruits & Veggies Attitudes & Behavior

- **More than four in ten moms (44%) said they already eat five or more fruits and veggies each day**, with almost the same percentage (42%) saying they are trying to eat more fruits and veggies now. (Refer to p.17)
- Although there was a high level of agreement with the statement *Eating a variety of fruits & vegetables is an important part of eating healthy* both pre and post campaign (96% strongly agree/agree and 97% strongly agree/agree, respectively, the strength of agreement, that is, those who said they *strongly agree* with the statement actually declined between pre and post tests. This may have been expected as the most recent campaign did not focus on *different* fruits and vegetables to the extent the previous campaign did. (Refer to p.18)
- Similarly, agreement with the statement *Eating any form of fruit and vegetable is good for you* was virtually the same pre and post (when looking at those who strongly agree and agree with the statement), while the strength of agreement dropped between the pre and post tests, perhaps for the same reason as mentioned above. (Refer to p.18)
- Three in ten moms agree it is too expensive to eat fruits and vegetables. This sentiment was consistent between the pre and post tests. (Refer to p.18)

Implications:

- ✓ *As stated previously, the 2011 FVMM campaign focused on fresh fruits and veggies as opposed to the importance of eating a variety of fruits and veggies, or, any form (of fruit and veggie) is good for you. This emphasis on fresh produce may cause conflict in moms' minds about the statement that any form of fruit and veggie is good for you.*

Fruits & Veggies Consumption & Preparation

- *Net consumption* - the frequency with which moms eat some form of fruit – indicates that three-quarters (76%) of moms eat fruit daily, with an additional 18% maintaining they eat/drink some form of fruit four to six times a week. Just over six in ten (62%) moms say they eat some form of veggies daily, with an additional 23% saying they eat vegetables four to six times each week. Just 1% admit to never eating veggies. (Refer to p.19)
- *Grilling* and *baking* are slightly more popular than broiling and frying, however all methods are used with some frequency. (Refer to p.21)

Sources for Health and Nutrition Information

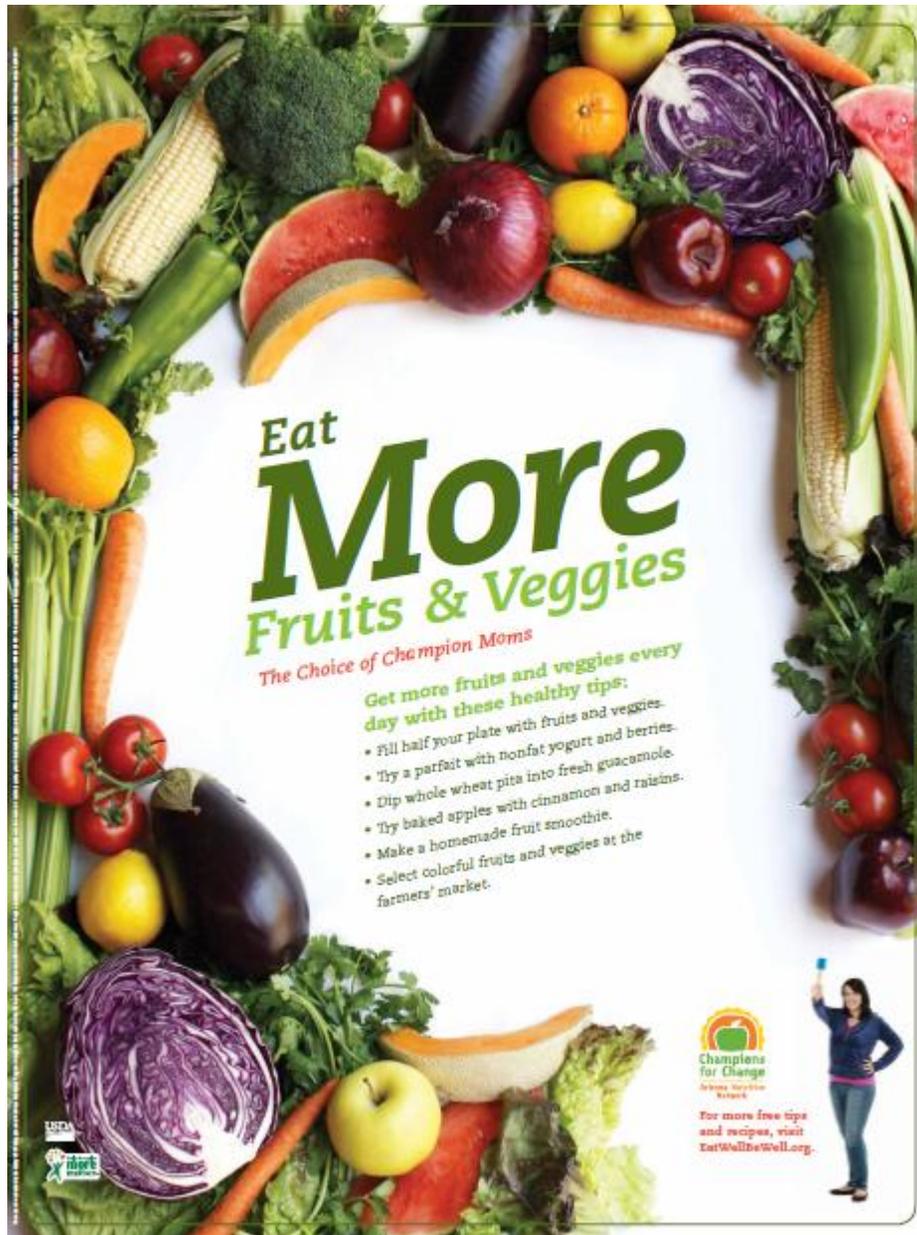
- *Friends* and *family* continue to top the list of best health and nutrition sources. (Refer to p.22)

III. Summary of Findings

A. Advertising Awareness – *Fruits & Veggies -- More Matters*

1. *Aided Advertising Awareness*

Respondents were shown two elements from the 2011 *Fruits & Veggies -- More Matters* advertising campaign: a :30 TV spot and a poster. They were then asked if they recalled seeing any of these advertisements. (*English version below.*)

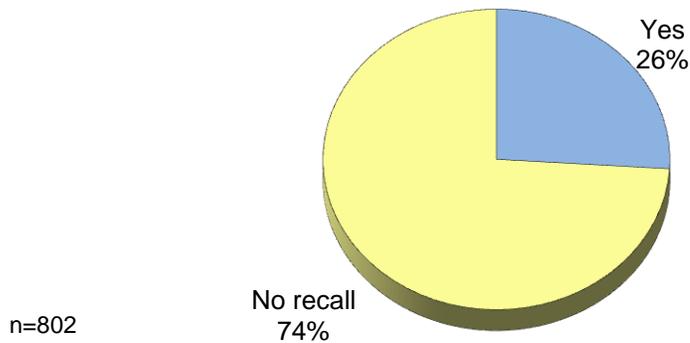


Just over one in four moms (26%) recalled seeing the advertising. This is down significantly from the 2010 FVMM campaign when 41% of respondents said they had seen the advertising. This is also down slightly from the 2011 *Healthy Proteins* campaign post-test in which 30% recalled seeing the advertising, and down significantly from the *Whole Grains* post-test when 37% of moms reported seeing the ads.

Note: The 2011 Fruits & Veggies -- More Matters campaign included TV, but only for the month of September.

Awareness of FVMM Advertising

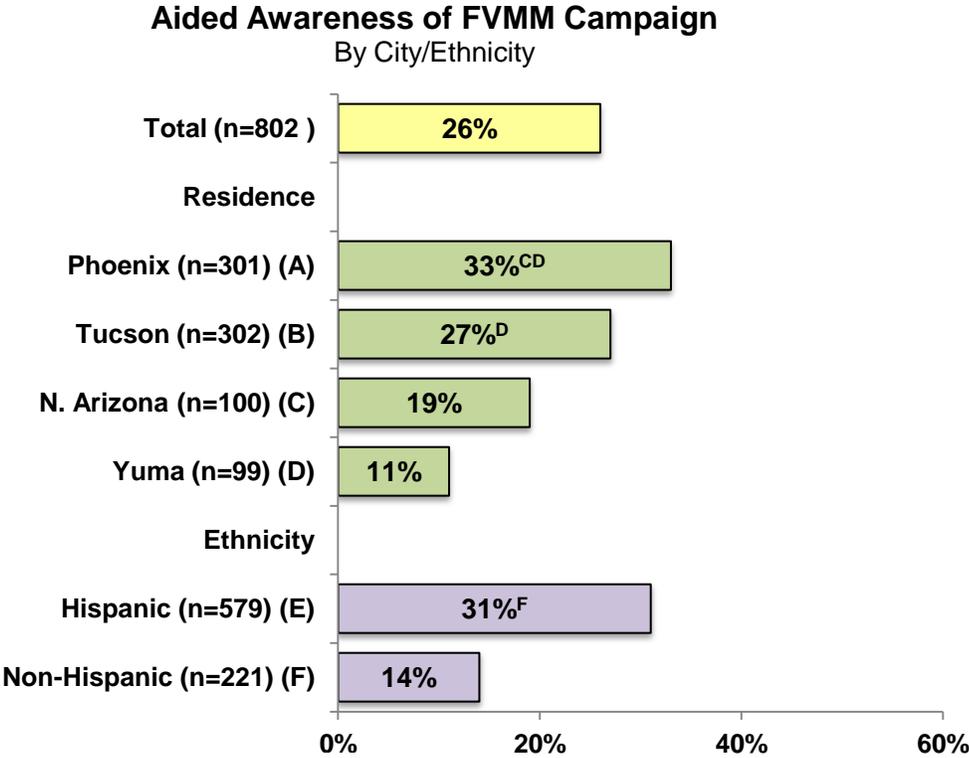
Do you recall seeing any of these advertisements?



Demographic Differences

One in three (33%) Phoenix residents report having seen the 2011 FVMM advertising, with slightly fewer Tucson residents (27%) saying they recall the ads. Significantly fewer Northern Arizona and Yuma residents recall seeing this campaign.

Hispanic moms were significantly more likely than Non-Hispanic moms to say they recall or recognize fruits and veggies advertising (31% vs. 14%).



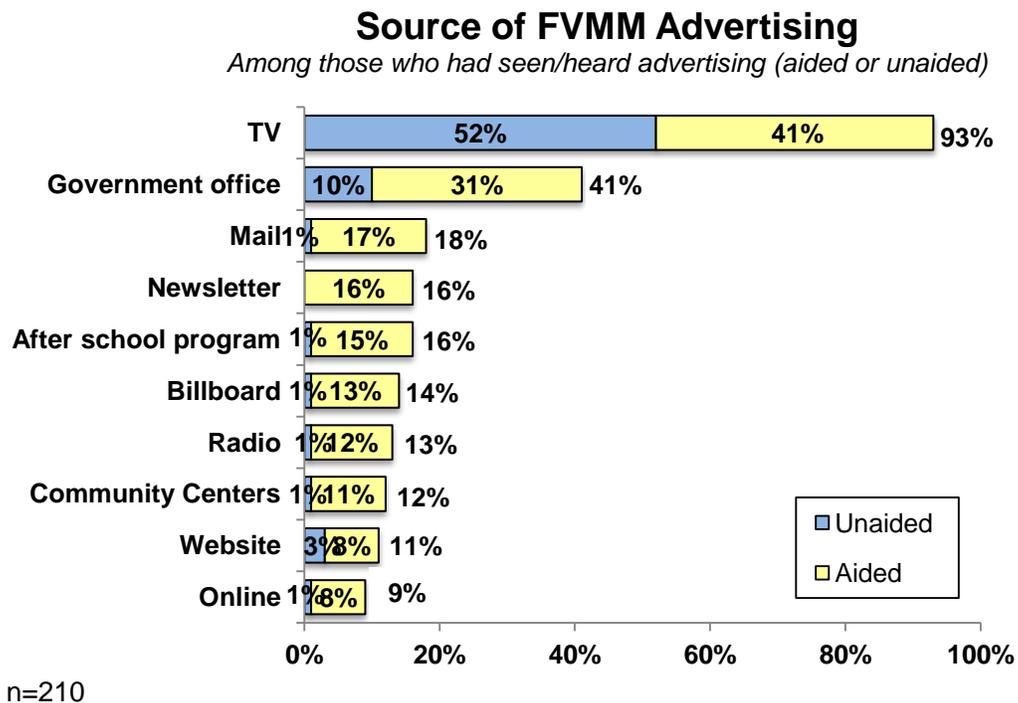
^{ABC...} Significantly higher than other group

2. Source of Advertising

Respondents were first asked on an unaided basis where they had seen or heard the *Fruits & Veggies -- More Matters* advertising. They were then read a list of media options for those they hadn't mentioned, and asked if they recalled seeing or hearing the ads on those options.

TV was mentioned by almost all respondents (93%), with just over half of them (52%) mentioning it on an unaided basis. As might be expected, unaided TV awareness is significantly lower than previous campaigns, in which it runs between 85% and 95%. TV was followed by *government offices* - four in ten (41%) report seeing *FVMM* materials (unaided and aided combined). The remaining sources of advertising were mentioned by less than one in five respondents.

(Note: It is important to keep in mind that respondents of all ages tend to default to TV when they are unsure of where they have seen or heard advertising.)



Demographic Differences

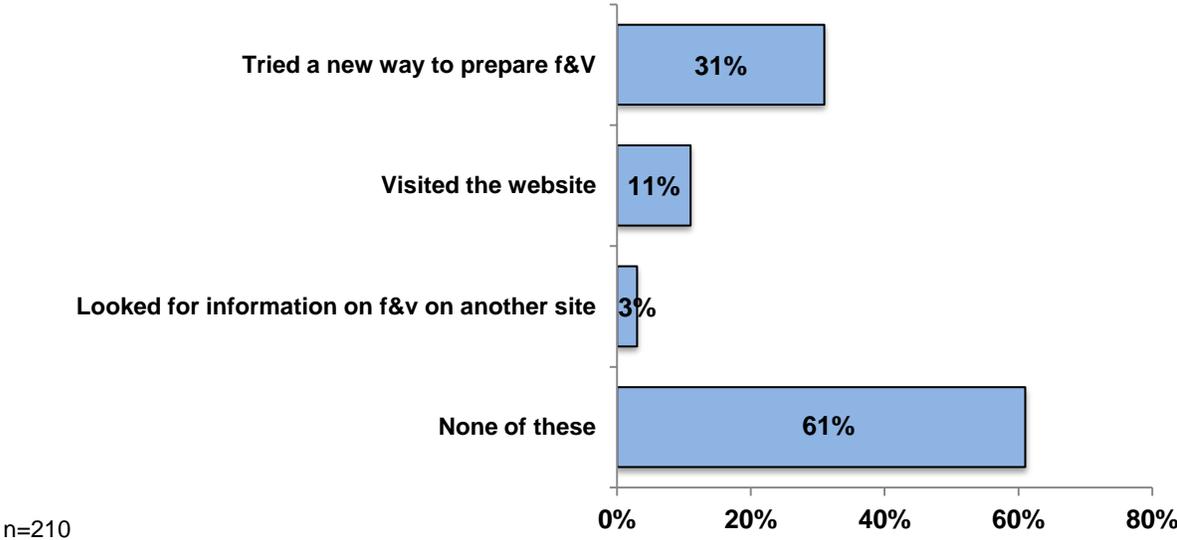
The percentage of moms saying they saw the advertising on each medium was similar across all four geographic regions. The only statistically significant difference was that moms residing in Tucson and Northern Arizona were more likely to recall seeing the ads on TV than were moms in Phoenix (98% unaided and aided, 100% and 89%, respectively).

3. Action Taken

Moms who recalled the advertising were asked if they took any action as a result of what they saw. Three in ten (31%) moms stated they tried a new way to prepare fruits and veggies, with one in ten (11%) claiming they went to the website, and 3% saying they looked for information on fruits or veggies on another website. Six in ten (61%) respondents who recalled seeing the advertising admitted they did not do any of these things as a result of what they saw.

Action Taken as Result of FVMM Advertising

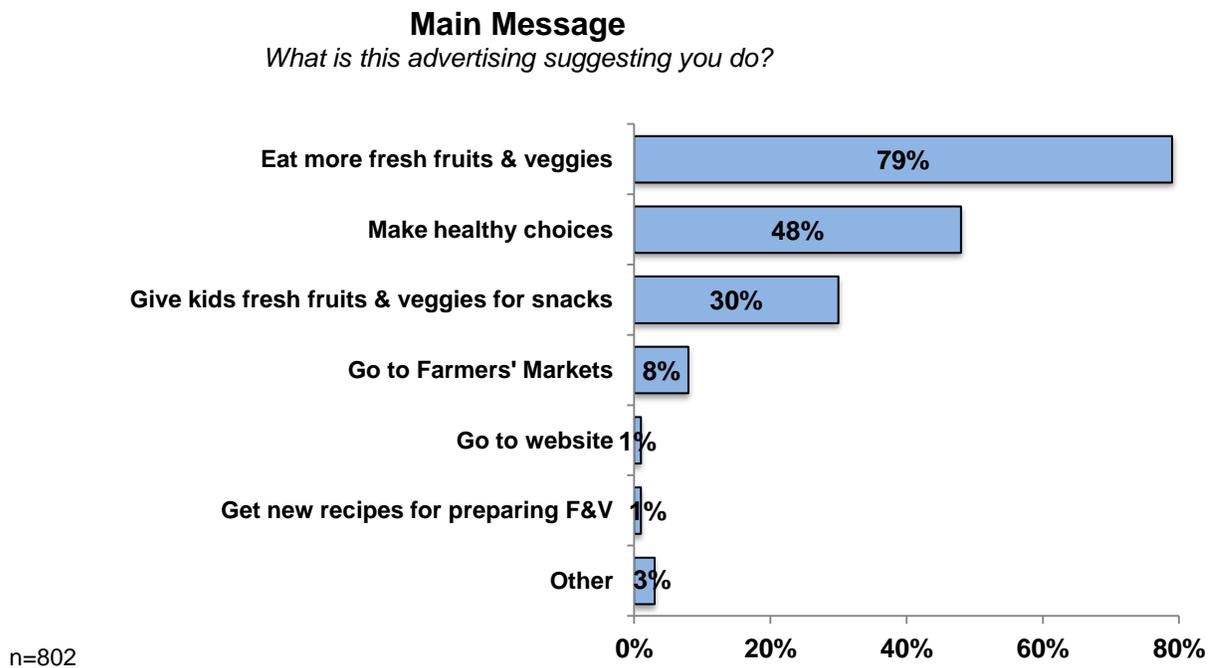
As a result of this advertising, which of the following have you done?



B. Main Message of Advertising

In an effort to get more specific feedback regarding the intent of the advertising, respondents were asked the following question: *What is this advertising suggesting you do?* This question replaced the more general question – *What would you say is the main message of this advertising?*

For the overwhelming majority of moms, the main message was to eat more fresh fruits & veggies, with 79% agreeing this is the main idea. In addition, nearly half (48%) of those interviewed said the advertising is suggesting people make healthy choices, with three in ten (30%) agreeing the main message is to give kids fresh fruits and veggies for snacks.



There were no demographic differences among sub-segments.

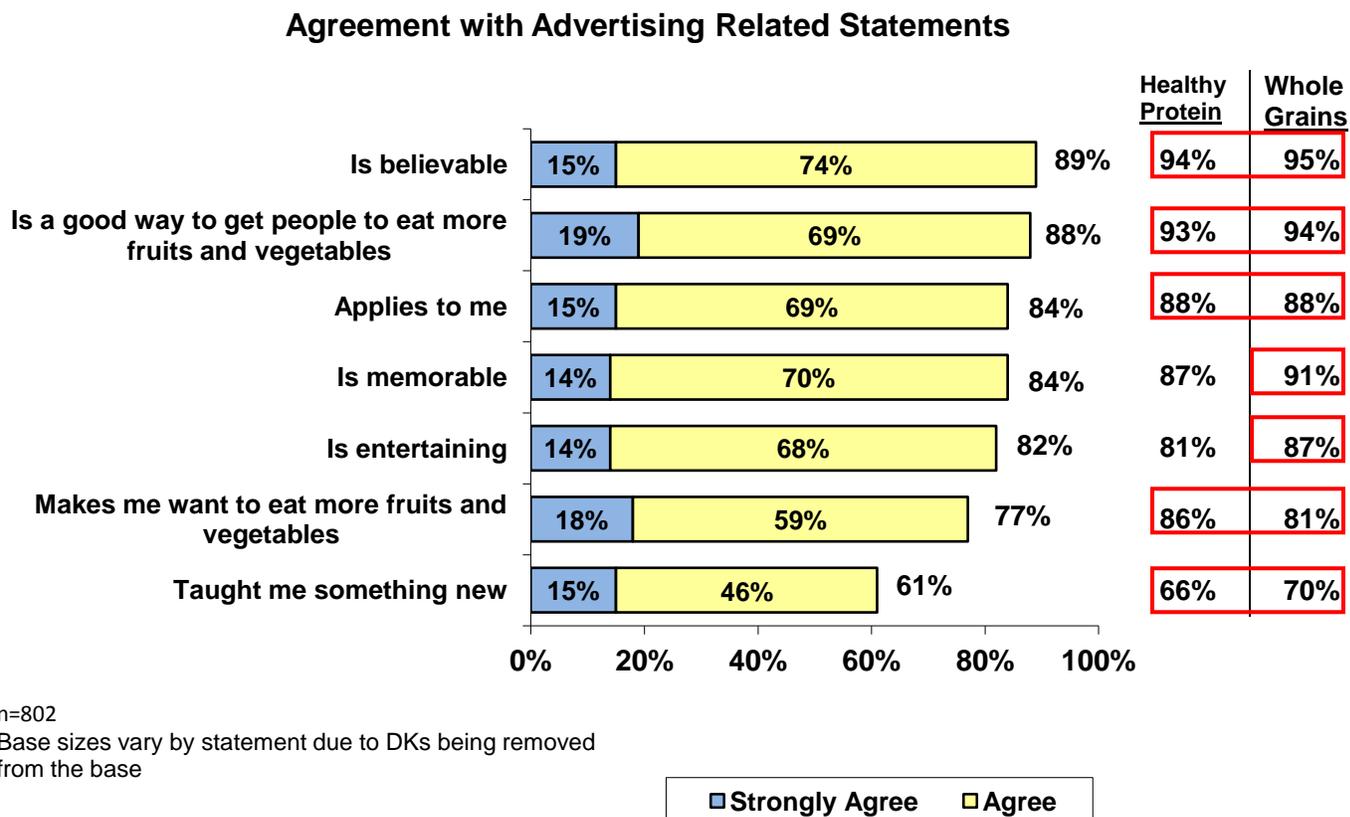
C. Overall Effectiveness of Advertising

Study participants responded to a series of agree/disagree statements regarding their perceptions of the advertising and its effectiveness.

As seen in the following chart, the vast majority of respondents strongly agreed/agreed that the *FVMM* advertising was *believable* (89%), and a *good way to get people to eat more fruits and veggies* (88%). The other statements (*applies to me, memorable, entertaining, makes me want to eat more fruits and veggies*) also had strong levels of agreement, ranging from 77%-84%.

The statement with the lowest level of agreement was (*this advertising*) *taught me something new* with just over six in ten moms (61%) agreeing they learned something new from the ads.

A comparison of the agreement statements for the *FVMM -- More Matters* campaign and the *Healthy Proteins* and *Whole Grains* campaigns show slightly lower ratings as indicated by the boxed percentages. This may be the result of lower awareness and/or, it may reflect the difference between effectiveness (on these attributes) of a new topic (e.g., healthy proteins, whole grains) versus one that has been promoted previously (fruits and veggies).



Demographic Differences

The table below lists the level of agreement with advertising-related statements for the different ethnic and language preference groups.

- Hispanic moms had a higher level of agreement with two of the advertising-related statements than Non-Hispanic moms: *makes me want to eat more fruits & veggies* and *taught me something new*.
- Spanish-only speaking moms had a higher level of agreement than English-only speaking moms for five of the seven statements.
- Moms who speak both English and Spanish in their homes had a higher level of agreement than English-only speaking moms for four of the seven statements.

Agreement with Advertising-Related Statements By Ethnicity & Language Preference % Strongly Agree/Agree

	Hispanic n=579 (A)	Non-Hispanic n=221 (B)	English n=402 (C)	Spanish n=237 (D)	Both n=155 (E)
Is believable	90%	86%	87%	92%	92%
Is a good way to get people to eat more fruits & veggies	89%	85%	85%	91% ^C	91%
Applies to me	85%	80%	80%	88% ^C	88% ^C
Is memorable	84%	82%	82%	84%	87%
Makes me want to eat more fruits & veggies	81% ^B	68%	69%	81% ^C	90% ^{CD}
Is entertaining	83%	81%	79%	86% ^C	86% ^C
Taught me something new.	64% ^B	53%	52%	73% ^C	63% ^C

^{ABCDE} Significantly higher than other group

Base sizes vary by statement due to DKs being removed from the base

After recalling the main message of the advertising, moms were asked if there was anything in this advertising that got them thinking about eating more fruits and vegetables. Interestingly, just over eight in ten (81%) said “no,” with another 3% saying “don’t know,” and just 16% saying “yes.” Among those who said the ad made them think about eating more fruits and vegetables, the look of the fruit was the most engaging aspect of the ad, with nearly one quarter (23%) mentioning this. In addition, one in ten (10%) moms said something about encouraging kids to eat healthy / feeding kids healthy snacks.

D. FVMM Attitudes

1. "Stage of Readiness"

Respondents were asked the following question to help determine their *Stage of Readiness* with regard to eating more fruits & veggies.

Which of the following statements best represents you?

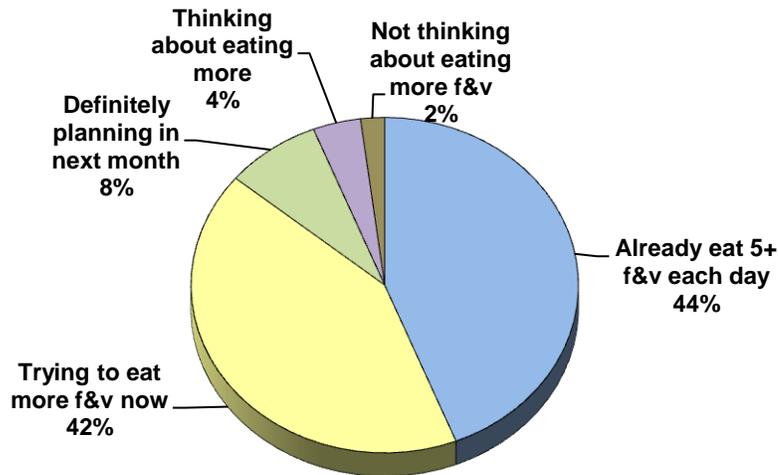
- I am not thinking about choosing fruits and veggies.
- I am thinking about eating more fruits and veggies . . . planning to start within 6 months.
- I am definitely planning to eat more fruits and veggies in the next month.
- I am trying to eat more fruits and veggies now.
- I am already eating five or more servings of fruits and veggies a day.

More than four in ten moms (44%) said they *already eat five or more fruits and veggies each day*, with almost the same percentage (42%) saying they are *trying to eat more fruits and veggies now*.

One in twelve (8%) said they *definitely plan to eat more fruits and veggies in the next month*, while 4% said they are *thinking about eating more fruits and veggies and plan to start in the next six months*. Just 2% of moms interviewed say they are *not thinking about eating more fruits and veggies*.

Stage of Readiness - Fruits & Veggies

Which one of the following statements best represents you?



n=802

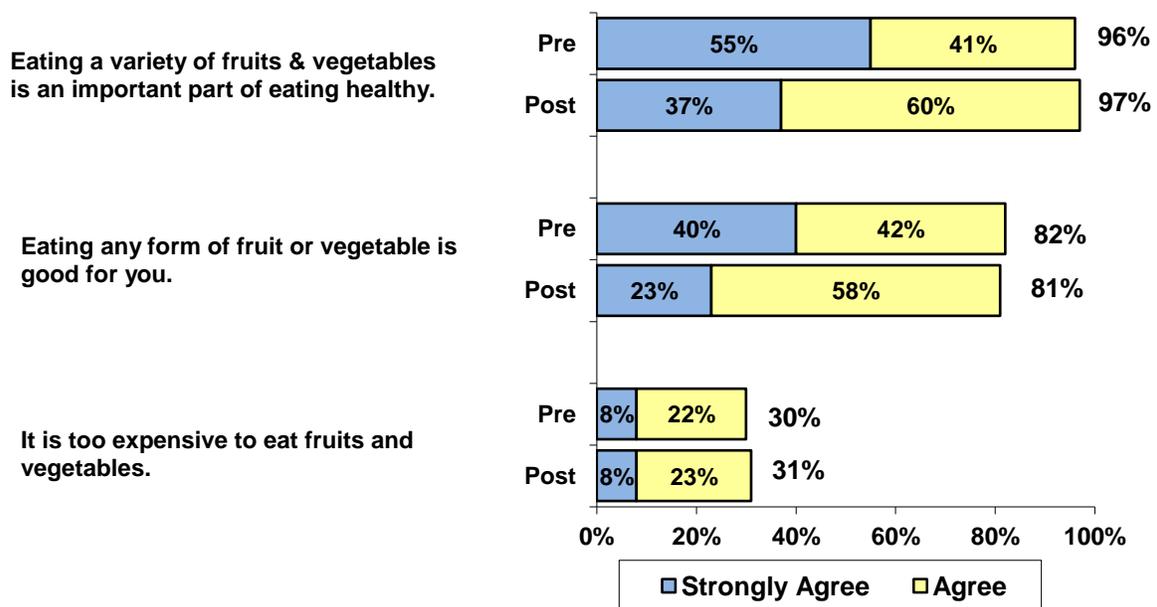
2. FVMM Statements – Pre / Post Campaign

There was a high level of agreement with the statement *Eating a variety of fruits & vegetables is an important part of eating healthy* both pre and post campaign (96% strongly agree/agree and 97% strongly agree/agree, respectively). However, strength of agreement, that is, those who said they *strongly agree* with the statement actually declined between pre and post tests. This may have been expected as the most recent campaign did not focus on *different* fruits and vegetables to the extent the previous campaign did.

Similarly, agreement with the statement *Eating any form of fruit and vegetable is good for you* was virtually the same pre and post (when looking at those who strongly agree and agree with the statement). However, the strength of agreement dropped between the pre and post tests, perhaps for the same reason as mentioned above.

Three in ten moms agreed it is too expensive to eat fruits and vegetables. This sentiment was consistent between the pre and post tests.

Agreement with Food Related Statements



n=798

There were no statistically significant differences in level of agreement among the various ethnic and language preference groups.

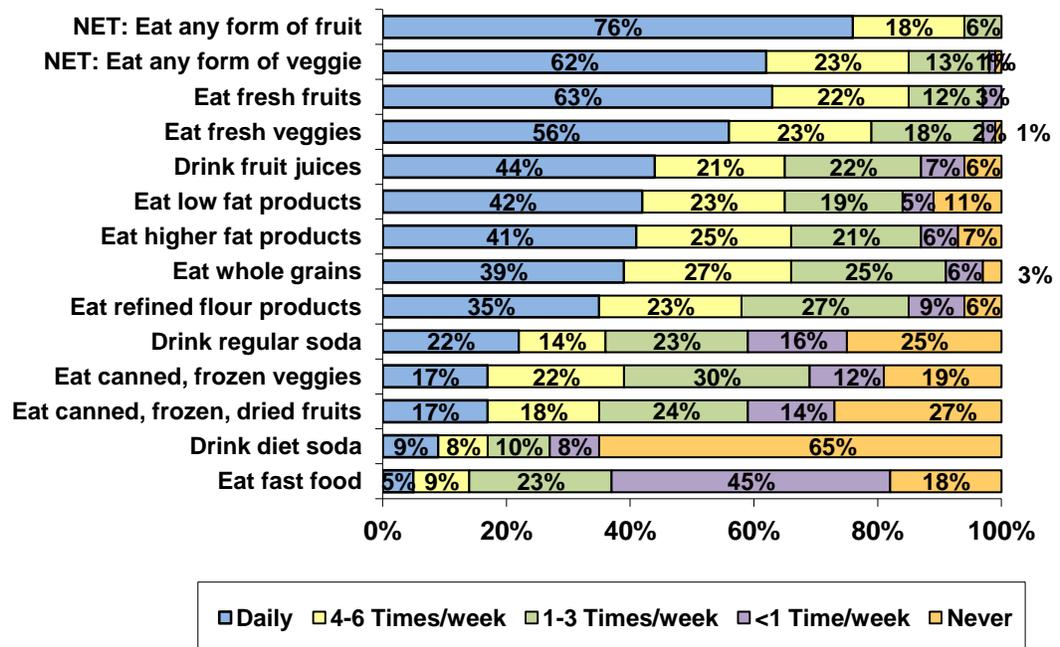
E. Food & Beverages Consumed

In a new question this year, moms were asked to report on the frequency with which they eat a variety of food items, specifically those relating to the Nutrition Network’s areas of focus (e.g., fruits & veggies, healthy proteins, and whole grains).

Looking at *net* consumption, that is, the frequency with which moms eat *some form* of fruit, three-quarters (76%) report eating/drinking it daily, with an additional 18% maintaining they eat/drink some form of fruit four to six times a week, and 6% saying they consume fruit one to three times a week. Just over six in ten (62%) moms eat veggies daily, with an additional 23% saying they have some form of vegetable four to six times each week. Just 1% admitted to never eating veggies.

These women were more likely to report eating fresh fruits and veggies on a daily basis than any of the other foods or beverages listed. Over six in ten (63%) report eating fresh fruits on a daily basis, with slightly fewer – 56% - maintaining they eat fresh veggies every day. An additional 22% report eating fresh fruits four to six times a week, with a similar portion (23%) saying they eat fresh veggies four to six times each week. Conversely, the data indicate that 15% of moms in the target audience eat fresh fruit fewer than four times each week, while 21% admit to eating fresh vegetables three or fewer times a week.

Food & Beverages Consumed



Demographic Differences:

Consumption of the food and beverage items tested was fairly similar among the various age, ethnic, and language preference sub-segments. However, there were some notable differences, including:

By Age:

- Moms between the ages of 18 and 25 are significantly more likely than older moms to report eating refined white flour products on a daily basis – 50% and 33%, respectively.
- Moms under 25 are significantly more likely than those 26 or older to say they drink fruit juices – 55% compared to 42%.
- Moms under 25 are significantly more likely than those 26 or older to maintain they *never* drink diet soda – 75% and 63%, respectively.

By Ethnicity:

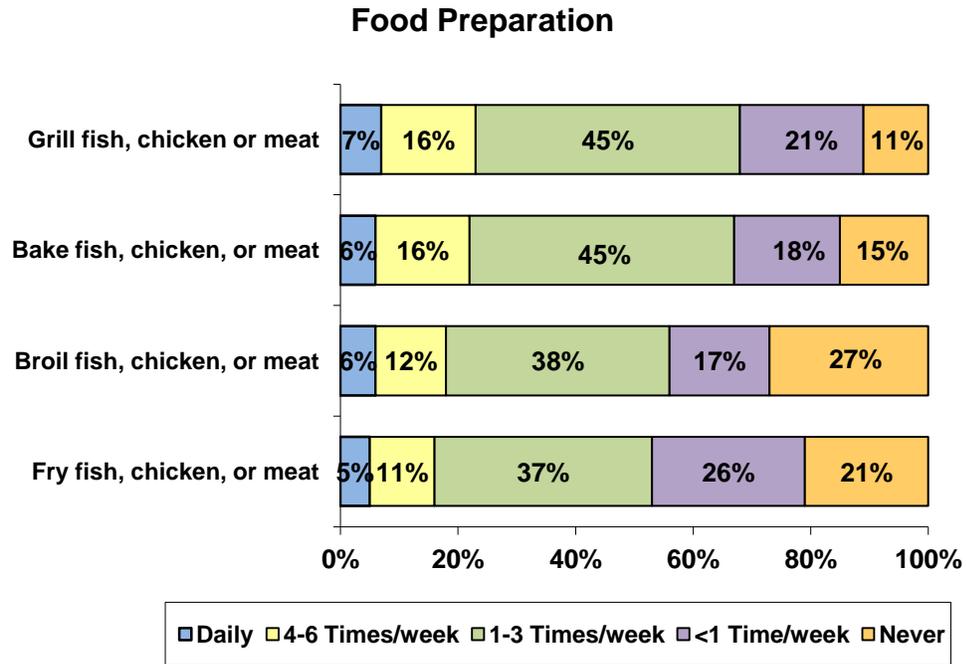
- Hispanic moms are nearly twice as likely as Non-Hispanics to say they *never* eat low fat products – 12% vs. 7%.
- Non-Hispanics are significantly more likely than Hispanics to say they eat whole grains daily – 47% and 36%.

By Language Preference:

- Spanish only and respondents who speak both English and Spanish are significantly more likely than English only moms to report eating fresh fruit on a daily basis – 70%, 71% and 56%, respectively.
- Spanish only moms are significantly more likely than English only moms to say they drink fruit juice daily – 50% and 39%, respectively, while English-speaking moms are more likely to eat canned, frozen, or dried fruits on a daily basis – 20% and 12% (Spanish only).
- English only moms are significantly more likely than Spanish only or bilingual moms to report eating canned or frozen vegetables daily (23%, 10% and 14%, respectively), and to report eating these forms of veggies four to six times a week (29%, 15%, 16%, respectively).
- Moms who speak Spanish only are significantly less likely to eat fast food, with 26% saying they *never* do. This compares to 14% of English speakers who say they *never* eat fast food.
- Spanish only and bilingual moms are significantly more likely than English only moms to say they *never* drink diet soda – 75%, 70%, and 57%, respectively.

F. Food Preparation

Study participants were asked about the various ways they prepare fish, chicken, and meat. Grilling and baking are slightly more popular than broiling and frying, however all methods are used with some frequency.



Demographic Differences:

Similar to food consumption habits, methods of food preparation don't vary much among the sub-segments. However, there were some differences.

By Age:

- Moms between the ages of 18 and 25 are twice as likely as older moms to report frying food – 28% versus 14%.

By Language Preference:

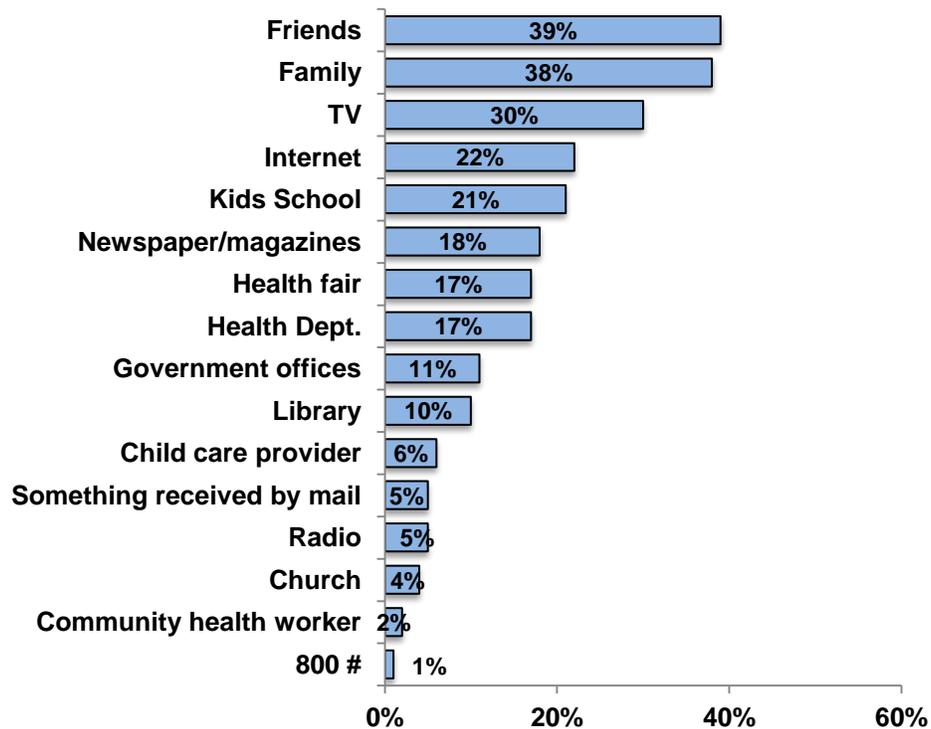
- One quarter (25%) of English-speaking moms say they *never fry* fish, chicken, or meat. This compares to 16% of Spanish only and bilingual moms.
- Over one-third of English only moms say they *never broil* fish, chicken, or meat, while just 14% of Spanish speakers *never broil* and 24% of those who speak both languages *never broil*.

G. Best Information Sources

When respondents were asked to name the three best sources for health and nutrition information, *friends* (39%) and *family* (38%) topped the list followed by *TV* (30%). About one in five moms mentioned *Internet* (22%), *kids school* (21%), and *newspapers/magazines* (18%). Slightly fewer believe *health fairs* and the *health department* are among the best sources (17%).

Best Sources for Health & Nutrition Information

What are the 3 best sources for health and nutrition information?



n=802